



Contract Holder
Contract GS-23F-0124S

General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

Advertising and integrated Marketing Solutions

FSC Group: 541:

SIN 541-4A - Market Research and Analysis

Contract Period:

March 16, 2011 - March 15, 2016

Business Size:

Small Business



Administrative Address:

116 New Montgomery, Suite 812
San Francisco, CA 94105
tel. 415.348.1700
fax. 415.348.1770
www.thehennegroup.com

Contract Administrators:

Jeffrey C. Henne	Patrick Thompson
■ President and CEO	■ Director of Research
■ jhenne@thehennegroup.com	■ pthompson@thehennegroup.com

Online access to contract ordering information, terms and conditions, up to date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu driven database system. The Internet address for GSA Advantage! is: GSAAdvantage.gov

Free training on the use of the GSA Schedule program can be accessed through various links on the gsa.gov/schedules information page or directly at <https://cae.gsa.gov/>

Customer Information

1. SIN 541-4A Market Research Analysis

Hourly Rates and Labor Categories SIN 541-4A

Labor Category/Hour	Effective Dates				
	3/16 2012	3/16 2013	3/16 2014	3/16 2015	3/16 2016
Chief Scientist	\$311.47	\$320.81	\$330.44	\$340.35	\$350.56
Senior Survey Specialist	\$259.56	\$267.35	\$275.37	\$283.63	\$292.14
Specialist	\$238.60	\$245.75	\$253.13	\$260.72	\$268.54
Senior Project Director	\$233.06	\$240.05	\$247.25	\$254.67	\$262.31
Project Director	\$166.47	\$171.47	\$176.61	\$181.91	\$187.37
Project Manager	\$105.27	\$108.42	\$111.68	\$115.03	\$118.48
Director of Quantitative Services	\$96.96	\$99.87	\$102.87	\$105.95	\$109.13
Director of Qualitative Services	\$96.96	\$99.87	\$102.87	\$105.95	\$109.13
Field Director	\$96.96	\$99.87	\$102.87	\$105.95	\$109.13
Senior Project Coordinator	\$83.10	\$85.59	\$88.16	\$90.80	\$93.53
Project Coordinator	\$69.26	\$71.33	\$73.47	\$75.68	\$77.95
Statistician	\$150.53	\$155.08	\$159.70	\$164.49	\$169.42
Coder/Researcher	\$88.22	\$90.87	\$93.59	\$96.40	\$99.29
Writer	\$120.26	\$123.87	\$127.58	\$131.41	\$135.35
Copy Editor	\$46.71	\$48.11	\$49.56	\$51.04	\$52.57
Graphics Designer	\$83.04	\$85.83	\$88.10	\$90.74	\$93.47
Administrative Manager/Financial Coordinator	\$96.96	\$99.87	\$102.87	\$105.95	\$109.13
Administrative Assistant	\$49.86	\$51.36	\$52.90	\$54.49	\$56.12
Interviewer/Recruiter	\$34.63	\$35.67	\$36.74	\$37.84	\$38.98
Senior Interviewer/Recruiter	\$48.48	\$49.93	\$51.43	\$52.97	\$54.56
Executive Interviewer/Recruiter	\$66.48	\$68.47	\$70.52	\$72.64	\$74.82
Interviewer/Recruiter Supervisor	\$66.48	\$68.47	\$70.52	\$72.64	\$74.82
Data Entry Verification	\$48.48	\$49.93	\$51.43	\$52.97	\$54.56

Note: Prices are inclusive of IFF

Pricing of Other Direct Costs SIN 541-1000

ODC Item	Not to exceed*	Unit
Translation from One Language to Another	\$371.32	Written Page of Text
Room Rental	\$1,909.62	Day
Participating Recruiting Costs	\$175.06	Participant
Incentives/Honoraria	\$212.18	Participant
Video Taping	\$159.14	Hour
Food Costs	\$132.61	Group
Video Streaming	\$2,015.71	Day
Video Conferencing	\$3,182.70	Day
Telephone Lookups Setup Fee	\$84.87	Setup Fee
Telephone Lookups	\$2.39	Name
Photocopies - Black & White	\$0.37	Page
Photocopies - Color	\$159.14	Page
Faxing	\$2.66	Page
Postage	\$0.39	Ounce
Shipping	\$50.40	Package
Rental of Computer Lab Equipment	\$2,121.80	Day
Rental of Computers	\$238.70	Day per Unit
Sample Costs Setup Charge Get Rate Sheet	\$0.19	Piece
Banner Tabulations	\$1,545.00	Banner
Coding of Open Ended Responses	\$0.79	Open Response

* Quotes may be lower depending on order requirements

Note: Customer will be invoiced the above amounts plus IFF

2. Maximum order: \$1,000,000
3. Minimum order: \$100
4. Geographic coverage (delivery area) : Domestic
5. Point(s) of production (city, county, and state, or foreign country):
San Francisco, CA 94105
6. Discount from prices or statement of net prices: prices above are net prices and discounts are inclusive.
7. Quantity discounts: Not Applicable
8. Prompt Payment terms: Net 30 days
- 9a. Notification whether Government purchase cards are accepted at or below the micro purchase threshold. Yes
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro purchase threshold. No
10. Foreign Items: Not Applicable
- 11a. Time of Delivery. Not Applicable
- 11b. Expedited delivery: Items available for expedited delivery are noted in the price list.
- 11c. Overnight and 2-day delivery: Not Applicable
- 11d. Urgent Requirements: See contract clause I-FSS-I4-B. Agencies can contact the contact for contract administration to obtain faster delivery.
12. F.O.B point(s): Destination
- 13a. Ordering address:
116 New Montgomery St. Suite#812
San Francisco, CA 94105
- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule home page.
(fss.gsa.gov/schedules)
14. Payment address:
116 New Montgomery St. Suite#812
San Francisco, CA 94105
15. Warranty provision: Not Applicable
16. Export packing charges: Not Applicable
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro purchase level): Not Applicable.
18. Terms and conditions of rental, maintenance, and repair: Not Applicable Terms
19. and conditions of installation: Not Applicable
20. Terms and conditions of repair parts: Not Applicable
- 20a. Terms and conditions for any other services: Not Applicable
21. List of services and distribution points: Not Applicable
22. List of participating dealers: Not Applicable
23. Preventative maintenance: Not Applicable
- 24a. Special attributes such as environmental attributes: Not applicable
- 24b. If applicable, indicate that section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found: Not Applicable
25. Data Universal Number System (DUNS) number: 09-039-5141
26. Notification regarding registration in Central Contract Registration (CCR) database: Active registration is updated annually.

■ About The Henne Group

The Henne Group (THG) specializes in the full range of marketing research, strategic planning, and communications services. With a proven track record of over 25 years in business, THG offers exceptional competencies in all aspects of custom research, quantitative and qualitative studies, data collection, analysis, and translation, environmental scanning, social marketing, and the management of issues, relationships and reputation.

THG is a leading national research organization. Grounded in social science and evidence-based practice, THG has successfully completed thousands of qualitative and quantitative research projects for a variety of business, government (federal, state, and local), academic, and not for profit clients. THG is known for its proficiency and efficiency in conducting the most difficult research studies, such as those with hard to qualify respondents, busy executives and physicians with complex scheduling challenges, and studies about sensitive topics.

THG can also effectively translate data into strategic communication messages and public relations strategies. By combining data collection and analysis with critical thinking, we excel at translating primary and secondary research into practical, usable solutions that significantly increase impact and influence. THG professionals have successfully conducted hundreds of issues management, stakeholder outreach, reputation management, agenda setting, and social marketing projects. When primary research is not possible or not affordable, THG also specializes in the use of literature searches, select key informant interviews, social media searches, and other techniques to mine relevant data and information for the purpose of strategic communications planning.

THG has a corporate commitment to improving the health and wellness of vulnerable, stigmatized, or marginalized populations. This commitment has lead to innovative insights for our clients regarding both information and service delivery.

■ About Jeff Henne

Jeff Henne, President and CEO of The Henne Group, is a leading expert in both qualitative and quantitative research. With over 30 years of experience, Jeff directs and implements research projects that deliver usable results. Jeff is well known for his ability to connect with respondents regarding sensitive health issues and has personally moderated over 2,000 focus groups in the last decade alone.